



State of California

Employment Training Panel

CASE STUDY

Arnold Schwarzenegger, Governor

Pacific Coast Producers

Founded in 1971, Pacific Coast Producers began as a cooperative of fruit and vegetable growers. Currently, the company is a high-volume, private label producer and distributor of canned and pre-packaged food products, with facilities located in Lodi, Oroville, Palermo, and Woodland. Training occurred at the company's Lodi labeling and distribution facility, which employs 250 workers in a high unemployment area.

The Lodi facility, which labels and distributes 28 million cases of product annually, needed to train frontline employees on the operation and maintenance of new high-speed labeling equipment. The company also sought training that would allow it to remain competitive in the industry by equipping workers with technical and team skills necessary to perform effectively and efficiently in a high performance workplace equipped to produce high quality, low cost products.

Pacific Coast successfully trained 167 employees and received \$234,055 in training funds from ETP. Pacific Coast's training goals were to enhance productivity at the Lodi distribution facility, upgrade the communication between workers in the production areas, reduce product damage, and to maintain and improve the company's overall business capabilities. The company's training curriculum included specific equipment use and maintenance training, as well as manufacturing skills training in problem solving, production-related decision making, communication skills and essential production skills training.

Pacific Coast officials indicated that the training, which was supported by the Cannery Workers, Processors and Helpers, Affiliated with the International Brotherhood of Teamsters, Local 601, resulted in a more skilled workforce, increased productivity and efficiency, and improved the company's turnover rate. The results derived from the training far exceeded company expectations. With the help of ETP training funds, Pacific Coast's investment in employee training has resulted in improved productivity and efficiencies, allowing the company to remain competitive in the industry.

“Training is the next step to success. The educational process is one of the ways that Pacific Coast Producers can communicate the strategic goals of the company to the employees, and give them the additional skills necessary to operate a high performance workplace.”

**Robert Jeremic, Assistant Manager
Pacific Coast Producers**

For information regarding the ETP program, call ETP's Economic Development Unit at 916/327-5640 or e-mail edu@etp.ca.gov